

Station KSNV-TV LAS VEGAS, NV. Agency () GREAT AMERICAN MEDIA Rep Firm () PHILADELPHIA
 Advertiser () DSCC IE 3050 K ST NW Sales Office () AMY MCCREARY
 Product DSCC IE WASHINGTON, DC 20007 Salesperson ()
 Estimate# 1848 Agency C/P1/P2/E 49/53/1848
 Buyer Maura Gilroy Flight Dates 09/25/2012 - 10/01/2012 Salesperson Phone# 215-568-6540
 Phone# Hands Weeks Salesperson FAX# 215-568-1845
 Fax#

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	09/25-10/01	3	1	3	\$1,800.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	09/25-10/01	3	1	3	\$3,000.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,500.00	09/25-10/01	2	1	2	\$3,000.00	
	4	SA	5A-6A	SATURDAY TODAY	:30	\$625.00	09/29-09/29	1	1	1	\$625.00	
	5	SU	7A-8A	TODAY ON SUNDAY	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
	6	TU-F,M	9A-10A	TODAY SHOW II	:30	\$900.00	09/25-10/01	2	1	2	\$1,800.00	
	7	TU-F,M	10A-11A	TODAY SHOW III	:30	\$450.00	09/25-10/01	3	1	3	\$1,350.00	
	8	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	09/25-10/01	3	1	3	\$975.00	
	9	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/25-10/01	3	1	3	\$1,275.00	
	10	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	09/25-10/01	3	1	3	\$1,275.00	
	11	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	09/25-10/01	4	1	4	\$1,300.00	
	12	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	09/25-10/01	4	1	4	\$1,800.00	
	13	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	09/25-10/01	3	1	3	\$2,100.00	
	14	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	09/25-10/01	2	1	2	\$1,400.00	

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () DSCC IE
 Product DSCC IE
 Estimate# 1848
 Buyer Mauna Gilroy
 Phone#
 Fax#
 Agency () GREAT AMERICAN MEDIA
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 49/53/1848
 Flight Dates 09/25/2012 - 10/01/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	09/25-10/01	2	1	2	\$2,400.00	
	16	TU-F,M	630P-7P	FACE TO FACE W/ JON RALSTON	:30	\$900.00	09/25-10/01	1	1	1	\$900.00	
	17	TU-F,M	630P-730P	JEOPARDY	:30	\$1,300.00	09/25-10/01	3	1	3	\$3,900.00	
	18	TU-F,M	730P-8P	FACE TO FACE	:30	\$1,000.00	09/25-10/01	4	1	4	\$4,000.00	
	19	M	10P-11P	REVOLUTION	:30	\$3,200.00	10/01-10/01	1	1	1	\$3,200.00	
	20	TU	8P-9P	THE VOICE	:30	\$4,000.00	09/25-09/25	1	1	1	\$4,000.00	
	21	TU	10P-11P	PARENTHOOD	:30	\$3,200.00	09/25-09/25	1	1	1	\$3,200.00	
	22	W	8P-9P	ANIMAL PRACTICE/ GUYS WITH KIDS	:30	\$2,400.00	09/26-09/26	1	1	1	\$2,400.00	
	23	W	9P-11P	SVU	:30	\$3,200.00	09/26-09/26	1	1	1	\$3,200.00	
	24	TH	8P-9P	30 ROCK/ UP ALL NIGHT	:30	\$3,200.00	09/27-09/27	1	1	1	\$3,200.00	
	25	TH	9P-10P	OFFICE/ PARKS & RECREATION	:30	\$3,200.00	09/27-09/27	1	1	1	\$3,200.00	
	26	TH	9P-10P	THE OFFICE/ UP ALL NIGHT	:30	\$3,500.00	09/27-09/27	1	1	1	\$3,500.00	
	27	F	9P-10P	GRIMM	:30	\$2,600.00	09/28-09/28	1	1	1	\$2,600.00	
	28	SA	8P-9P	NBC PRIME ENCORES	:30	\$1,200.00	09/29-09/29	1	1	1	\$1,200.00	
	29	SA	9P-10P	NBC PRIME ENCORES	:30	\$1,200.00	09/29-09/29	1	1	1	\$1,200.00	
	30	SA	9P-10P	NBC PRIME ENCORES	:30	\$1,500.00	09/29-09/29	1	1	1	\$1,500.00	

Rep Order# 6834974 Ver# 5 Mod# 2 Status Confirmed

Traffic Order# 106917

Last Received: 09/24/2012 7:09 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1848
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1848
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	SU	530P-830P	SUN NT FB	:30	\$10,000.00	09/30-09/30	1	1	1	\$10,000.00	
	32	SU	830P-930P	NEWS AFTER NFL	:30	\$1,600.00	09/30-09/30	1	1	1	\$1,600.00	
	33	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/25-10/01	4	1	4	\$4,400.00	
	34	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/29-09/29	1	1	1	\$1,100.00	
	35	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$750.00	09/25-10/01	3	1	3	\$2,250.00	
	36	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$1,400.00	09/29-09/29	1	1	1	\$1,400.00	
	37	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	09/30-09/30	1	1	1	\$400.00	
	38	SU	10P-11P	L&O	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	

---REPORT TOTALS---

Report Totals: 72 / \$88,150.00

---SALES MONTHLY TOTALS---

Sep 12: 58 / \$76,100.00 Oct 12: 14 / \$12,050.00
Sales Totals: 72 / \$88,150.00
Station Totals: 72 / \$88,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$383,261	CATV	0%	KBLR	0%	KINC	0%	KLAS	27%	KSNV	23%
		KTNV	23%	KTUD	1%	KVCW	1%	KVMY	6%	KVVU	19%
		XXXX	0%								

---COMPETITIVE COMMENTS---

Station KSNV-TV LAS VEGAS, NV. Agency () GREAT AMERICAN MEDIA Rep Firm
Advertiser () DSCC IE 3050 K ST NW Sales Office () PHILADELPHIA
Product DSCC IE WASHINGTON, DC 20007 Salesperson () AMY MCCREARY
Estimate# 1848 Agency C/P1/P2/E 49/53/1848
Buyer Maure Gilroy Flight Dates 09/25/2012 - 10/01/2012 Salesperson Phone# 215-568-6540
Phone# Hiatus Weeks Salesperson FAX# 215-568-1845
Fax#

EST SHARES
Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE